

Project Name: *AIDS Prevention and Control Project (APAC)*
Agreement Type: *Bilateral*
Duration: *1992-2007*
Geographic Scope: *Tamil Nadu and Pondicherry*
Technical Assistance Agencies: *None*
Implementing Agency: *Voluntary Health Services (VHS), Chennai*

DESCRIPTION:

The ten-year, \$10 million AIDS Prevention and Control Project (APAC), a bilateral agreement between the Government of the United States of America and the Government of India, was signed on September 30, 1992 for implementing AIDS prevention and control activities among high-risk groups in the state of Tamil Nadu. In FY 2002, APAC was extended for 5 years with an additional funding of \$ 15.5 million and was mandated to extend its activities to Pondicherry and add new activities, care and support and public-private initiatives.

The Project aims at reducing sexual transmission of HIV/AIDS in Tamil Nadu and Pondicherry (total population of 63.09 million in 2001). Project interventions introduce and reinforce HIV-preventive behavior among high risk groups (eg. sex workers, truck drivers, tourists and slum dwellers). Prominent strategies of the project are Behaviour Change Communication, Prevention and Control of STDs, Condom Promotion, Capacity Building of NGO partners and Research. The project is implemented primarily through grants made by VHS to NGOs and through private sector involvement.

KEY ACTIVITIES:

- Targeted Intervention among high-risk population including workplace intervention;
- Care and Support including VCT services and home based care;
- Communication activities for behavior change;
- Capacity building of NGOs, CBOs, Health Care Providers and State AIDS Control Societies;
- Condom social marketing;
- Research; and
- Promoting treatment of STIs.

KEY ACHIEVEMENTS (From 1996 to 2005):

- Condom usage among truckers increased from 44% to 79%; among sex workers from 56% to 89%;
- Truckers: Contact with non-regular partners reduced from 48% to 33%;
- STD treatment seeking behavior among truckers improved from 64% to 90%;
- Condom sales doubled from 17 million to 42 million pieces;
- Condom distribution outlets increased from 19,000 to 40,000;
- Trends in HIV Prevalence show downward direction (ANC Prevalence 1.63 in 1999 to 0.50 in 2005); and
- Building up successful partnership with 73 NGOs/CBOs.

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Project Name: Avert Project
Agreement Type: *Bilateral*
Duration: *1999-2011*
Geographic Scope: *Maharashtra*
Technical Assistance Agencies: *Hindustan Latex Family Planning Promotion Trust (HLFPPT); Johns Hopkins University/Health Communication Project (JHU/HCP)*
Implementing Agency: *Avert Society, Mumbai*

DESCRIPTION:

The Avert Project was launched in November, 2001, to reduce the impact of HIV/AIDS in the state of Maharashtra with a population of about 98 million people. The seven-year, \$41.5 million project is a bilateral agreement between the Government of the United States of America and the Government of India, and involves the National AIDS Control Organization (NACO), the government of Maharashtra, and the United States Agency for International Development (USAID). The first phase of the Avert Project ended in September 2006. The Phase-II of the Avert Project was signed for a period of 5 years from 2006-2011.

The Objectives of the Avert Project Phase-II are:

- To scale up prevention activities to saturate (85 to 90%) coverage of high-risk groups and vulnerable populations in selected core districts.
- To develop a networked model to provide integrated prevention, care and treatment services to people living with HIV/AIDS in selected core districts.
- To build the capacity of state AIDS Societies, NGOs, public and private health care institutions and other agencies for ensuring the sustainability of the program.

KEY ACTIVITIES:

- Prevention Programs among high-risk groups and vulnerable populations;
- Care and treatment program including counseling and testing services;
- Communication activities for behavior change;
- Capacity building of NGOs and State AIDS Control Societies;
- Condom social marketing;
- Research

KEY ACHIEVEMENTS:

- Over 75 NGO grants supported to implement targeted interventions, work place interventions and care and support programs;
- BSS third round completed;
- Joint USG network model on care and treatment designed and implementation planning initiated with Govt. of Maharashtra
- Pilot project on gender integration in care and support program;
- Support to PLHA networks expanded – 9 networks included; and
- Condom use among sex workers increased from 74% in 2004 to 95% in 2005.

CONTACT INFORMATION:

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Agency Contact: Dr. S. M. Sapatnekar, Project Director, Avert Project, Avert Society, Ackworth Complex, R.A. Kidwai Marg, Wadala, Mumbai – 400 031 Tel# (91-022)24164516 / 2416 4528 /2416 4570 Fax # 022-24163996

Project Name: Operation Lighthouse
Agreement Type: Field Support (Cooperative Agreement)
Duration: 2001-2006
Geographic Scope: Twelve port towns of India
Technical Assistance Agencies: PSI
Implementing Agency: PSI

DESCRIPTION:

Operation Lighthouse project is a port-based HIV prevention project to reach millions of people, specifically vulnerable populations in port communities, with information, services and products they need to protect themselves from HIV/AIDS. The main objectives of this project are (1) Increase knowledge of and demand for STI/HIV/AIDS preventive products and services; (2) Improve access to high quality prevention products and services; and (3) Improve the environment for a sustainable Indian STI/HIV/AIDS program.

Since July 2001, PSI has implemented the Operation Lighthouse project (OPL) in twelve port cities (Kandla, Goa, Mangalore, Kolkata, Cochin, Tuticorin, Chennai, Vishakhapatnam, Haldia, Paradip, Mumbai and Vashi) of India to motivate and empower vulnerable men and women to reduce their risk of contracting and transmitting sexually transmitted infections, including HIV.

KEY ACTIVITIES:

- Targeted behavior change communications activities;
- Aggressive condom social marketing;
- Improving demand and delivery of STD and VCT services;
- Telephone Helplines;
- NGO networking; and
- Collaborative efforts with local port authorities and policy advocacy.

KEY ACHIEVEMENTS:

- Reached 373,000 Truckers and Adult Males;
- Condom use among Truckers has increased from 56% in 2002 to 64% in 2004;
- Truckers receiving STI services increased from 27% in 2002 to 45% in 2004;
- Innovative monitoring system;
- Remarkably successful mass media campaign;
- Individuals counseled and tested through 'Saadhan' VCT centers is more than 20,000
- Nearly 10,630 new retail outlets for condoms created; and
- The four Phone Helplines received almost 27,655 calls in 2004.

CONTACT INFORMATION:

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Project Name: STOB-TB / Support to TB Control in India
Agreement Type: *Field Support (Cooperative Agreement)*
Duration: *On-going with yearly agreements*
Geographic Scope: *All India with focus on Haryana and Tamil Nadu*
Technical Assistance Agencies: *WHO*
Implementing Agency: *WHO, Govt. of India, Govt. of Haryana and TRC Chennai*

DESCRIPTION:

India's Revised National TB Control Programme (RNTCP) uses the WHO-recommended Directly Observed Treatment, Short-course (DOTS) strategy to control TB. The USAID support to TB control in India, through WHO, funds a variety of activities to support RNTCP. These activities include DOTS implementation in Haryana, Model DOTS Project (MDP) of TRC Chennai, involvement of Medical Colleges and private sector, operational research, TB/HIV and State strengthening. In addition, the project supports a part of the WHO technical assistance to RNTCP, especially in the States of Haryana and Tamil Nadu and in the area of TB/HIV collaboration.

In recent years the RNTCP has undergone rapid expansion, treatment success has exceeded global target and case detection is very close to achieving the global target for 2005. The entire State of Haryana is now covered with DOTS. TRC Chennai continues to lead in the area of operational research and is also a supra-national mycobacteriological reference laboratory. Technical assistance is being provided to Haryana and Tamil Nadu by locally hired consultants trained and monitored by WHO. Similarly, consultants working on TB/HIV are providing technical assistance to Maharashtra and Tamil Nadu.

KEY ACTIVITIES:

- DOTS expansion and maintenance in Haryana;
- The MDP and related operational research by TRC Chennai in Tamil Nadu;
- Involvement of Medical Colleges and private sector in RNTCP;
- Technical assistance for RNTCP, especially in Haryana and Tamil Nadu, and for TB/HIV collaborative activities; and
- State strengthening through capacity building of State level labs and training and demonstration centres.

KEY ACHIEVEMENTS:

- DOTS expansion to 22 million population of Haryana completed. Every month over 2000 TB patients are being initiated on treatment resulting in an ~400 additional deaths averted;
- TRC Chennai continues to address key operational research needs of RNTCP, and functions as a supra-national reference lab;
- Over 130 out of 180 medical colleges in the country have adopted DOTS strategy for diagnosis and treatment of TB, and are continuing the process of mainstreaming DOTS into their medical curriculum; and
- RNTCP is today the fastest expanding DOTS programme in the world with case detection at 69% (global target for 2005 is 70%) and treatment success at 86% (global target 85%).

CONTACT INFORMATION:

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Project Name: IMPACT
Agreement Type: *Field Support (Cooperative Agreement)*
Duration: *1999 to 2007*
Andhra Pradesh, Assam, Delhi, Maharashtra, Manipur,
Geographic Scope: *Meghalaya, Mizoram, Nagaland, Pondicherry, Tamil Nadu,*
Technical Assistance Agencies: *Listed at the end*
Implementing Agency: *Family Health International (FHI)*

DESCRIPTION:

IMPACT program in India has been developed to fit USAID/India's programmatic priorities and National AIDS Control Organization (NACO) strategic plan, taking into account USAID's geographic focus and bilateral partners, AVERT and APAC. USAID/FHI has developed a plan for expanded comprehensive response within high HIV prevalence districts through a coordinated effort with key stakeholders including district administration and multi-sectoral involvement to ensure maximum impact at the district level. Under the Mission Strategy for HIV/AIDS, the FHI work plan includes ongoing projects with orphans and vulnerable children (OVC) and developing demonstration projects as learning sites with groups that are considered important bridge populations for the HIV epidemic in India including MSM, drug using communities, migrant and mobile populations. The collaborative projects developed with NACO on migration and drug use are essential to ensure that the 'learning' is integrated into the national policy and program, and then disseminated to States and other donors.

KEY ACTIVITIES:

- Provided technical assistance to Tamil Nadu State AIDS Control Society (TANSACS) and Andhra Pradesh State AIDS Control Society (APSACS) for planning and implementation of an expanded comprehensive response through a multi-sectoral district action plan;
- Built the technical and program capacity of NGOs to implement HIV/AIDS initiatives including projects with orphans and vulnerable children (OVC) and vulnerable populations, comprehensive prevention and care projects in high prevalent districts;
- Provided technical assistance to implementing partners to provide prevention and care and support services for OVC and their families through community mobilization, life skills education, counseling, peer education and behavior change communication; psychosocial support, home based care, provide training to caregivers, and address stigma and discrimination;
- Developed life skills toolkit; protocols for counseling, HIV testing and disclosure; and child centered communication for OVC projects;
- Collaborative research project with NACO for a collaborative project on Mobility, Migration and HIV/AIDS risk in India to formulate a typology of migration and the HIV/AIDS risk;
- Conducted an assessment of the existing partnership between MSJE and NACO for integrating HIV/AIDS issues into drug demand reduction programs in India; and
- Technical assistance provided to APAC and Avert Projects to develop HIV Care and Support Strategy for the state and review APAC technical strategies on BCC, STI and condoms.

KEY ACHIEVEMENTS:

- Situation assessment completed in four districts of Tamil Nadu;
- Draft district multi-sectoral action plan on HIV/AIDS has been developed for Namakkal
- Projects reached 640,000 direct beneficiaries through different services – 34,000 OVC
- 14,550 drug users and their partners provided HIV prevention or care services;
- About 26,000 MSM and 142,400 migrants reached for HIV prevention or care services;
- 23,800 People Living with HIV/AIDS (PLHA) provided care and support services;
- 383,000 community members mobilized on HIV/AIDS related issues;
- Report of background research on Migration, Mobility and HIV risk in India has been finalized; and
- The qualitative study on Migration, Mobility and HIV risk in India has been completed in 13 sites.

CONTACT INFORMATION:

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Project Name: International Development Partnerships
Agreement Type: Field Support (Cooperative Agreement)
Duration: 2006-2007
Geographic Scope: Kolkatta Metropolitan Area
 United Negro College Fund Special Programs Corporation,
Technical Assistance Agencies: Fairfax, VA, USA
Implementing Agency: University of Calcutta, West Bengal

DESCRIPTION:

The International Development Partnerships (IDP) Activity is a performance-based cooperative agreement between the United States Agency for International Development (USAID) and the United Negro College Fund Special Programs Cooperation (UNCFSP).

KEY OBJECTIVES AND ACTIVITIES:

Objective 1: Establish collaborative partnership between IHE and NGOs/CBOs for public awareness/education for general population through media and other means and conduct research for assessing knowledge levels on HIV/AIDS.

Objective 2: Increase capacity of NGO/CBOs to provide services to OVCs and sustain services beyond the project period. This includes conducting needs assessment of OVCs, health screening of OVCs and provision of medical and psychological services and educational materials to OVCs.

Objective 3: Increase the capacity of IHEs and CBOs for fund raising through events, trainings to local organizations for writing grants and networking.

ANTICIPATED OUTCOMES:

- Inclusion of OVCs into the mainstream society-schools and other services, which they currently lack or are denied access.
- An understanding of and subsequent improvements in services available to the target population.

ANTICIPATED IMPACT:

- Improvement in the knowledge base of HIV/AIDS.
- Change in attitudes in the general population, and primary school educators towards those affected by HIV/AIDS.
- Perpetuation of risk free behaviors among children impacted by HIV / AIDS.

CONTACT INFORMATION:

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Project Name: International Development Partnerships
Agreement Type: Field Support (Cooperative Agreement)
Duration: 2006-2007
Geographic Scope: Ludhiana, Punjab and Lucknow, Uttar Pradesh
Technical Assistance Agencies: United Negro College Fund Special Programs Corporation, Fairfax, VA, USA
Implementing Agency: Punjab Agricultural University, Ludhiana, Punjab and University of Lucknow, Lucknow

DESCRIPTION:

The International Development Partnerships (IDP) Activity is a performance-based cooperative agreement between the United States Agency for International Development (USAID) and the United Negro College Fund Special Programs Cooperation (UNCFSP).

KEY OBJECTIVES:

Objective 1: To establish liaisons among Claflin University and Indian universities, public and private health agencies, government, the private sector, HIV/AIDS surveillance and other local, national and international prevention initiatives and groups to improve upon the infrastructure for attacking the problem.

Objective 2: To engage partners in training and assessment of needs, collaborative development and pilot testing of curriculum and intervention modules to address identified HIV/AIDS prevention needs among various segments of the population.

Objective 3: Create effective collaboration between academic, public and private institutions in order to (1) develop higher education curricula and culturally appropriate and sustainable strategies targeting various populations for HIV prevention, and (2) address the service needs of orphans and other children at risk who are impacted by HIV/AIDS.

ANTICIPATED OUTCOMES:

- Improve public knowledge about HIV/AIDS prevention, treatment and risk reduction.
- Promote public tolerance and accurate understanding of those afflicted with HIV/AIDS in order to reduce stigma and promote acceptance and full assimilation of these individuals (especially orphans) into society.
- Train trainers at all levels to assess needs, develop interventions and train peers, students and the public about HIV/AIDS issues and prevention strategies.
- Create effective collaboration between academic, public and private institutions in order to (1) develop higher education curricula and culturally appropriate and sustainable strategies targeting various populations for HIV prevention, and (2) address the service needs of orphans and other children at risk who are impacted by HIV/AIDS.
- Disseminate data to government and public entities that will influence and support the expansion of HIV/AIDS prevention strategies and services on the systemic, policy level.

ANTICIPATED IMPACT:

The project will contribute to knowledge required to meet the long term goal of building and scaling up replicable and sustainable strategies for meeting priority health needs, by helping public and private sector organizations design effective interventions to reduce the spread of HIV/AIDS and serve those children impacted by HIV/AIDS. Enhanced capacity to fight this global problem locally is another key outcome. The activities outlined in the grant will reduce the incidence of HIV/AIDS and help those already infected live more normal lives.

CONTACT INFORMATION:

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Project Name: Hindustan Latex Family Planning Promotion Trust (HLFPPT)
Agreement Type: Cooperative Agreement
Duration: April 2005-October 2006
Geographic Scope: Maharashtra State
Technical Assistance Agencies: NIL
Implementing Agency: Hindustan Latex Family Planning Promotion Trust

DESCRIPTION:

HLFPPT is implementing a condom social marketing (CSM) program among high-risk populations in 22 high prevalence districts in Maharashtra state. The project aims to ensure availability and accessibility of high quality condoms to high-risk groups. The project activities include generic condom promotion campaigns, partnership with social marketing organizations and manufacturers, promotion of female condoms, condom quality assessments, training of NGOs and condom retailers and developing condoms for MSM.

HLFPPT will closely work with Avert, MSACS and MDACS in the implementation CSM program. It will establish synergies with Government of Maharashtra, Gates and other condom social marketing partners in expanding the program among high-risk groups.

KEY ACTIVITIES:

- Mapping of retail outlets in the high risk area and hot spots of 22 districts of Maharashtra state
- Training of the retail outlets in high risk areas to stock and sell condoms
- Conducting training on social marketing for NGOs and retailers
- Designing and implementing a condom promotion campaign for high-risk groups
- Conducting a quality assessment of condoms available in the high risk areas
- Developing thicker condoms with additional lube for the MSM community
- Piloting condom vending machines and female condom programs

KEY ACHIEVEMENTS:

- Retailer mapping completed
- TOT of condom retailers training conducted
- Generic condom promotion campaign developed and is being launched
- Condom vending machine program launched
- Condom Quality assessment protocols developed
- Development of thicker condom with lube is being completed.

CONTACT INFORMATION:

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Project Name: Indo-U.S. Corporate Fund for HIV/AIDS
Agreement Type:
Duration: Ongoing
Geographic Scope: India
Technical Assistance Agencies: ICICI and GIVE Foundation
Implementing Agency: ICICI

DESCRIPTION:

With the highest number of persons living with HIV/AIDS in the world, India is at a tipping point in its fight against HIV/AIDS. HIV/AIDS is one of the greatest threats to India's vision of becoming a productive and prosperous nation. Most funding has been through government and international agencies, but to combat HIV/AIDS all sectors must be actively involved. While several large industries in India have established workplace policies and programs, the potential to engage the resources of the corporate sector in the national fight against HIV/AIDS remains largely untapped. The Indo-US Corporate Fund, an innovative approach to mobilize corporate sector resources, was developed in response to the July 2005 Statement of Commitment by President George Bush and Prime Minister Manmohan Singh.

The Fund is managed through two institutions: ICICI Bank is responsible for fund-raising and management oversight and GIVE Foundation receives corporate contributions and disburses funds to support initiatives. The Fund can receive tax-deductible donations from both US and Indian companies; companies can contribute in various ways and select interventions to support from a menu of options. This is not an endowment fund, but a process of programming of contributions from companies to selected projects that takes the management burden from companies. It is designed to be transparent, responsive and flexible. USG/India will provide technical assistance but does not intend to put money into the Fund.

KEY ACTIVITIES:

- Expand corporate initiatives
- Support innovative projects for small & medium enterprises and supply chains
- Foster linkages and partnerships with U.S & Indian businesses
- Document and share industry best practices
- Mainstream Corporate Excellence in combating HIV/AIDS in India

KEY ACHIEVEMENTS:

- Six pledges with total value of \$ 1.3 million received by ICICI Bank
- Strong interest expressed by 13 other companies that range from providing funding to providing corporate expertise to contributing products and services

CONTACT INFORMATION:

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Project Name: Health Communication Partnership (HCP)
Agreement Type: Field Support (Leader with Associate Cooperative Agreement)
Duration: 2004-2006 (Maharashtra)
Geographic Scope: Maharashtra
Technical Assistance Agencies: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (CCP)
Implementing Agency: Avert Society (Maharashtra)

DESCRIPTION:

The Health Communication Partnership (HCP) is a program designed to improve health through strategic communication. HCP is based at the Johns Hopkins Bloomberg School of Public Health / Center for Communication Programs (CCP) and is funded under a Cooperative Agreement.

In **Maharashtra** HCP works closely with Avert Society, which supports the National AIDS Control Organization in implementing interventions that reduce the risk of transmission and stigma related to HIV and AIDS. The focus of HCP's work is the implementation of a comprehensive strategic communications plan encompassing advocacy, social mobilization and behavior change communication, while simultaneously working toward strengthening in-country capacity for strategic health communication.

KEY ACTIVITIES:

- Designing a comprehensive strategic advocacy and behavior change communication plan in Maharashtra state;
- Implementation of a multi-pronged BCC program for high risk groups and vulnerable populations such as youth, migrants and industrial workers;
- Development and design of participatory communication tools for high-risk groups;
- Develop and implement an advocacy campaign on HIV/AIDS; and
- Designing a communication program from care, support and treatment.

KEY ACHIEVEMENTS:

- Design of the statewide communication and advocacy strategy for HIV/AIDS prevention, care and support.
- Review, selection and replication of existing BCC materials for Avert's NGOs.
- Capacity building of NGO partners in communications skills and use of media materials.
- Initiation of a media advocacy activity with print and electronic media, advertising agencies and content creators in Maharashtra.
- Instituted an award for "Excellence in HIV/AIDS Reporting" for the print media in Hindi and English in collaboration with the Indian Express.
- Initiated integrated campaigns in the areas of Care & Support, Workplace Intervention and Youth.

CONTACT INFORMATION:

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Project Name: Enhance Karnataka Project
Agreement Type: *Unilateral (Cooperative Agreement)*
Duration: *Oct 2006-Sept 2011*
Geographic Scope: *Karnataka and selected coastal districts of Andhra Pradesh*
Technical Assistance Agencies: *Engender Health and PSI*
Implementing Agency: *University of Manitoba*

DESCRIPTION:

The Enhance-Karnataka project is one of three components under the umbrella of the \$49-million Enhance Project that supports the Strategic Objective-14 “Improved Health and Reduced Fertility in Targeted Areas of India” and the IR 14.2 “Increased use of prevention, and care and support interventions to prevent/mitigate HIV/AIDS.” The Enhance-Karnataka Project includes a comprehensive program of networked services for prevention, care and treatment through implementation, linkages and strengthening of public and private sector involvement. The activities will be implemented through a consortium of NGO partners like St John’s Medical College, Swasti, Karnataka Network of Positive People, Myrada, Swami Vivekananda Youth Movement, Lepa Society and the Catholic Hospitals Association of Andhra Pradesh led by the University of Manitoba and technically supported by EngenderHealth and PSI. The project will work in close collaboration with Karnataka State AIDS Prevention Society (KSAPS) and Andhra Pradesh State AIDS Control Society (APSACS).

KEY ACTIVITIES:

The main activities are outlined under the following components and will primarily focus on prevention among high risk groups and vulnerable populations; community -based care, support and treatment including VCT services for adults and children; and capacity building and system strengthening.

1. **Implementation of targeted interventions primarily in rural areas of Karnataka**, using peer outreach, provision of STI services, condom promotion and working with clients. Other vulnerable populations like youth and migrants in rural areas will be reached through behavior change programs that emphasize abstinence, be faithful and condom use messages.
2. **A community-based care and treatment program in entire Karnataka and selected coastal districts of Andhra Pradesh**, that aims to improve access to and use of HIV- related services including VCTC services, increase coverage of programs that support orphaned and vulnerable children and enhance quality of clinical care for HIV, ART and TB management in the public and private sectors through the integrated network model that establishes linkages across the prevention to care continuum.
3. **Capacity building and institutional strengthening:** The above prevention, care and treatment objectives will be supported by establishing a system for building and maintaining capacity of local organizations, government institutions such as KSAPS and private sector. Resources that will be created through the capacity building activities over the project period include establishment of five Regional Resource Training Centers (RRTCs), organization of regional supportive supervision teams and developing a cadre of district level counselors.

Subject to evidence-based data, the project will implement a targeted prevention program in selected high burden districts of Uttar Pradesh.

CONTACT INFORMATION:

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Project Name: Enhance CONNECT Project
Agreement Type: *Unilateral (Cooperative Agreement)*
Duration: *Oct 2006-Sept 2011*
Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu and
Geographic Scope: *Pondicherry*
Technical Assistance Agencies: *YRG CARE, ILO, University of Manitoba and FICCI*
Implementing Agency: *Population Services International (PSI)*

DESCRIPTION:

The Enhance-CONNECT is one of three components under the umbrella of the \$49-million Enhance Project and seeks to leverage and build public-private partnerships to increase the use of prevention care and treatment interventions that will prevent/mitigate the effects of HIV/AIDS. The Enhance CONNECT project will play a facilitating role to encourage leadership and networking between the organized and unorganized private sector, NGOs and government facilities to provide the prevention to care continuum of services. The project will be led by PSI and implemented in partnership with Y R Gaitonde Centre for AIDS Research and Education (YRG CARE), University of Manitoba and the Federation of Indian Chambers of Commerce and Industry (FICCI), which has a nationwide membership of over 1500 corporations.

KEY ACTIVITIES:

The Enhance-CONNECT Project will promote a vigorous commercial sector response to HIV/AIDS by using the following innovative models of private sector engagement:

- **Broad reach model:** A total of 1000 companies in Karnataka and coastal AP will be mobilized to adopt and implement workplace HIV/AIDS policies and programs with an emphasis on both formal and informal workers.
- **High intensity network model:** In selected locations with high levels of prevalence, risk behavior and industrial intensity, groups of companies will be approached to develop, fund and implement highly visible HIV prevention to care programs for informal workplace audiences or other risk groups.
- **Adoption model:** Existing interventions in six ports will be expanded and strengthened into comprehensive prevention-care-treatment interventions, supported over time by the CSR contributions of private enterprise.
- **PPTCT Models:** Three models of private sector PPTCT delivery will be developed and implemented for effective service provision and learning for future expansion.

In addition, two strategies that will be explored include networking and advocacy with insurance and pharmaceutical companies to assess best practices and policies related to these industries that are essential to the lives of PLHA. The Project will support the Indo-US Corporate Fund to leverage financial commitments from the private sector and also provide TA in private sector programming on HIV/AIDS to USG partners, state governments, the national government and other stakeholders.

CONTACT INFORMATION:

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Project Name: Enhance - SAMARTH Project
Agreement Type: *Unilateral (Cooperative Agreement)*
Duration: *Oct 2006-Sept 2011*
Geographic Scope: *National, Maharashtra, Karnataka, Andhra Pradesh and Tamil Nadu and Pondicherry*
Technical Assistance Agencies: *Christian Medical Association of India (CMAI), the Indian Network for People Living with HIV/AIDS (INP+), and Solidarity & Action Against the HIV Infection in India (SAATHII)*
Implementing Agency: *Family Health International (FHI)*

DESCRIPTION:

The Enhance- SAMARTH project is one of three components under the umbrella of the \$49-million Enhance Project that will directly contribute to implementing quality HIV/AIDS prevention, care, and treatment through technical assistance (TA), capacity-building, and institutional strengthening of government and civil society. Family Health International (FHI) will implement the project in partnership with the Christian Medical Association of India (CMAI), the Indian Network for People Living with HIV/AIDS (INP+), and Solidarity & Action Against the HIV Infection in India (SAATHII). The key strategic approaches of the project are capacity building, engendering bold leadership and demonstrating best practices.

KEY ACTIVITIES:

The Project will extend needs-based capacity-building assistance to government and non-government stakeholders using a variety of methods, including workshops, conferences, site visits, and exchange programs; placement of program and technical experts at the national, state, and district levels; and provide tailored TA to individuals and organizations at the following levels:

State and district: Technical and program management skills of government and non-government staff will be strengthened in a range of areas including: program planning, implementation, monitoring and evaluation and sustainability and as well as in building networks and coalitions with community-based groups including PLHA networks and FBOs to implement well-coordinated programs that are mutually supportive. TA plans with other USG partners of the Enhance Project and emerging needs of APAC and Avert projects will be addressed. Four demonstration projects in Delhi will be provided program management support. Lessons learned and best practices on program management areas, such as monitoring and review, CMIS, and sustainability, will be documented and disseminated with government and non-government partners.

National: FHI will provide needs-based TA to NACO and SACS in the four priority USG states through various mechanisms. To strengthen the operationalization of the GIPA strategy at the national, state, and district levels, FHI, in partnership with the Indian Network of Positive persons (INP+) will establish (Community Review Panels (CRPs) and place Community Advisors in NACO and the SACS in USG priority states. The Global Fund for AIDS, Tuberculosis and Malaria (GFATM) will also be provided TA in specific areas to strengthen the leadership and governance of the GFATM County Coordinating Mechanism Secretariat. The project will also support activities aimed at engendering bold leadership at different levels.

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